WTIC-TV

ORDER

Flight Dates **10/29/12-11/06/12**

Contract / Revision **389234** /

Original Date / Revision 11/01/12 11/01/12

Advertiser **A Roraback/R/5th D/Cong**

Agency **Jamestown Associates**

Buying Contact

5 Mapleton Road
Suite 300
Princeton, NJ 08540

Product **RORABACK FOR CONGRES**

Agency Com 15%

Billing Contact

5 Mapleton Road
Suite 300
Princeton, NJ 08540

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # **5th DISTRICT**

Alt Order # **06327592**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 10% Market Value 69250

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	39%	27007
4WVIT	21%	14542
5WTNH	30%	20775
6WCTX	%	0
7CABL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	14	$5,886.25	$6,925.00	0.00
Totals	14	$5,886.25	$6,925.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	14	$5,886.25	$6,925.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 1	61	10/29/12	11/02/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	$275.00	01	0.00	NM	4	$1,100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/29/12	11/04/12	MTWTF--	5	$275.00	0.00									
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
3	*61*	*10/29/12-11/04/12*	*M-F 7a-8a*	7a-8a	MTWThF----	*:30*	~~($275.00)~~	0.00	*NM*						
	Credited														
E 2	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1------	:30	1	$275.00	01	0.00	NM	1	$275.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	11/05/12	11/11/12	1------	1	$275.00	0.00									
E 3	61	10/29/12	11/02/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	5	$225.00	01	0.00	NM	4	$900.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/29/12	11/04/12	MTWTF--	5	$225.00	0.00									

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Contract / Revision **389234** Flight Dates **10/29/12-11/06/12** Hiatus Dates

Original Date / Revision 11/01/12 / 11/01/12 Order Sep 00:15:00

Advertiser **A Roraback/R/5th D/Cong** Product **RORABACK FOR CONGRES** Estimate # **5th DISTRICT**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 3	61	10/29/12	11/02/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	5	$225.00	01	0.00	NM	4	$900.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/29/12	11/04/12	MTWTF--	5	$225.00	0.00									
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
3	*61*	*10/29/12-11/04/12*	*M-F 4p-5pm*	4p-5p	MTWThF----	*:30*	*~~($225.00)~~*	0.00	*NM*						
Credited															
E 4	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2------	:30	2	$225.00	01	0.00	NM	2	$450.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	11/05/12	11/11/12	2------	2	$225.00	0.00									
E 5	61	10/29/12	11/02/12	M-F News at Ten News at Ten	CM	10p-11p	MTWTF--	:30	2	$1,400.00	01	0.00	NM	2	$2,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/29/12	11/04/12	MTWTF--	2	$1,400.00	0.00									
E 6	61	11/05/12	11/05/12	M-F News at Ten News at Ten	CM	10p-11p	1------	:30	1	$1,400.00	01	0.00	NM	1	$1,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	11/05/12	11/11/12	1------	1	$1,400.00	0.00									
													Totals	14	$6,925.00